

## FOR IMMEDIATE RELEASE



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### **New Seattle Company Heads to World Competition in Las Vegas, Nevada**

*The Cha Dao Tea Company launches four unique teas in Capitol Hill, Edmonds, West Seattle, Ballard, Wallingford, Magnolia and Renton*

Seattle, WA, March 13, 2006 : . On the 26th to 29th, the Cha Dao Tea Company will be going to the World Tea Expo in Las Vegas, Nevada to compete in the global Iced Tea Shake-Off. Cha Dao's founder, Ghim-Sim Chua, says "We are all so grateful for the support the Northwest community has given us during our launch. We look forward to growing together and making Seattle proud in Nevada."

Grocers are now carrying Cha Dao Teas in the Capitol Hill, Ballinger, Magnolia, Wallingford, Ballard, West Seattle and Renton areas. Under the slogan "Zen to Your Health", this new style of beverage is a perfect fit for Seattle's multi-cultural and health-conscious market. The light touch of organic cane sugar in Cha Dao's: Chysanthemum Herbal and Jasmine Green Tea With Lemon doesn't mask the true tea flavor and has only half the calories and carbs of competing products.

Cha Dao also produces two fresh, unsweetened teas: a Taiwanese, high-mountain Oolong and the Japanese "Shogun of Teas", organic Sencha. All four flavors not only have a fresh new taste, but independent lab analysis shows they are actually better for consumers than other bottled teas. Cha Dao's key health benefits are found in its flavonoids; powerful antioxidants shown to have remarkable anti-allergy, anti-inflammatory, anti-aging and disease fighting properties. Cha Dao contains more than 312 mg of tea flavonoids per bottle. That's up to 240% more than similar products on the market.

Cha Dao Teas are currently being sold at the Rainbow Natural Grocery, City Market, The Essential Baking Company, Sip & Ship, Julia's in Wallingford Restaurant & Bakery and

Thriftway Grocery Stores in Edmonds, West Seattle, Renton and Magnolia. More outlets are being added every week

Ghim bases his philosophy and flavors on his experience as a child in Singapore. Frustrated with domestic bottled products which taste very little like tea, Ghim has created a series of drinks based on his motto “The True Flavor of Tea”. He begins by selecting and importing top quality ingredients from all over Asia then brewing in small batches without any artificial ingredients.

A local business with an international flavor, Cha Dao is proud to be part the Northwest international community. Photos, interviews and additional press materials available upon request.

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**About The Cha Dao Tea Company:** Based in Seattle, Washington, Cha Dao is committed to delivering the True Taste of Tea™ with premium, all-natural bottled teas that are fresh, healthy and delicious. For more about The Cha Dao Tea Company, please visit us at [www.chadaotea.com](http://www.chadaotea.com).

